



My Library at Sutera Mall

A Library with a Unique Backdrop

**Zahra Aljunied, Senior Librarian,
National Library Board, Singapore**

A Brief Summary ...

Sutera Mall is well-linked to the immediate matured township.



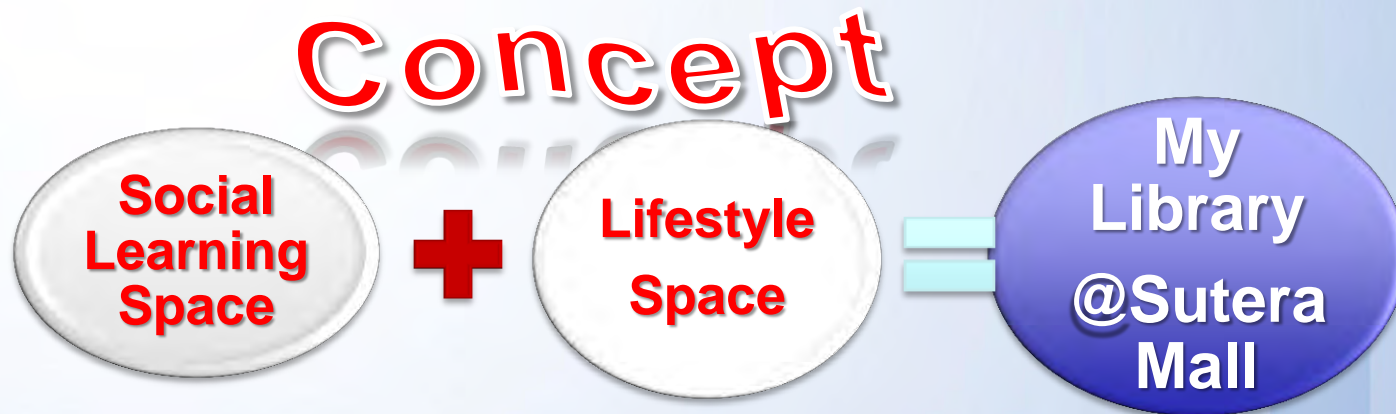
A Brief Summary ...

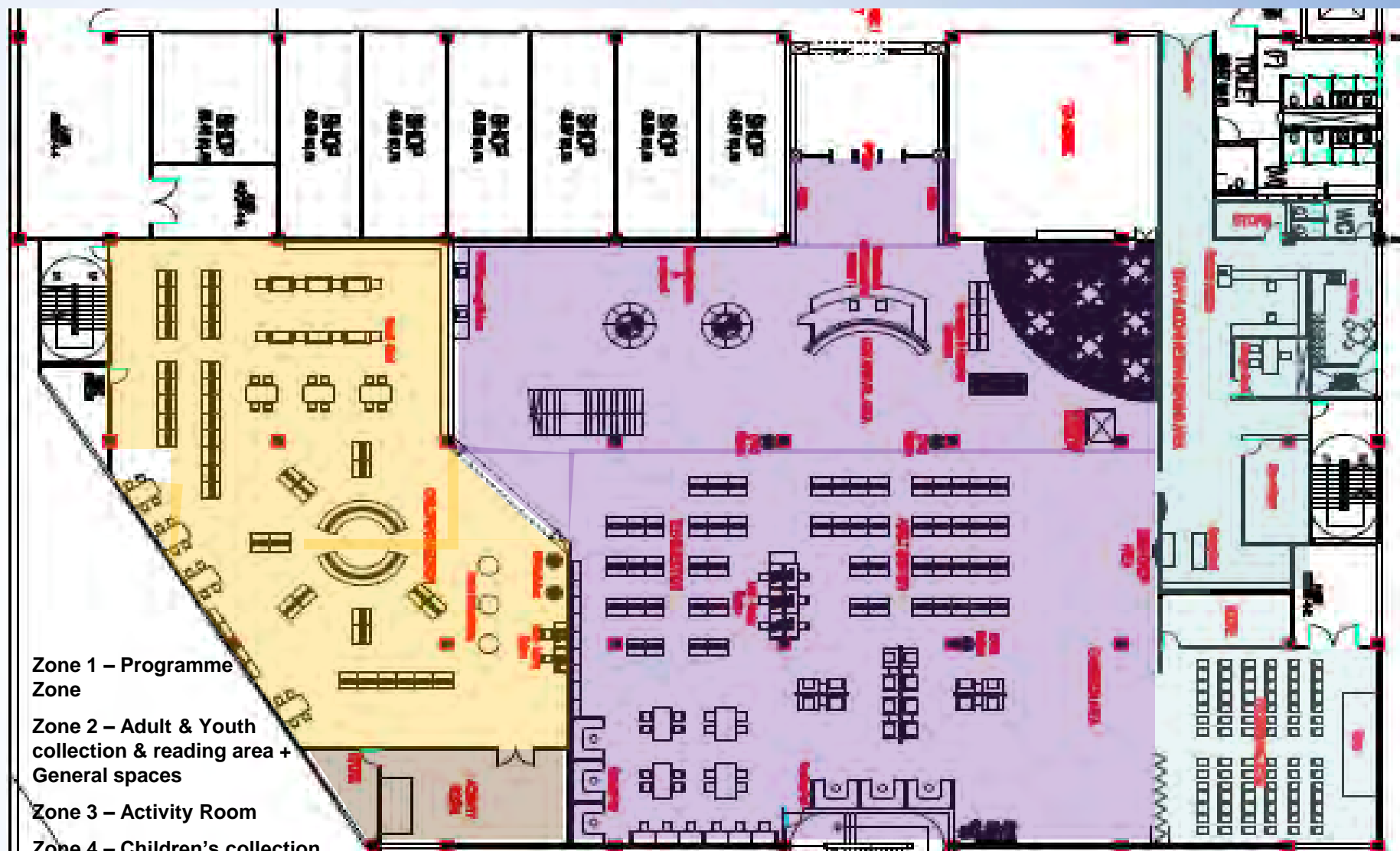
A library at a new wing of Sutra Mall.



A Beginning...

1. A library in a shopping mall – a noble idea as a CSR (Corporate Social Responsibility) of Tanah Sutera Development Sendirian Berhad.
2. Following the observation of successful and innovative concept of libraries in shopping malls adopted by the National Library Board of Singapore (NLB).





Zone 1 – Programme Zone

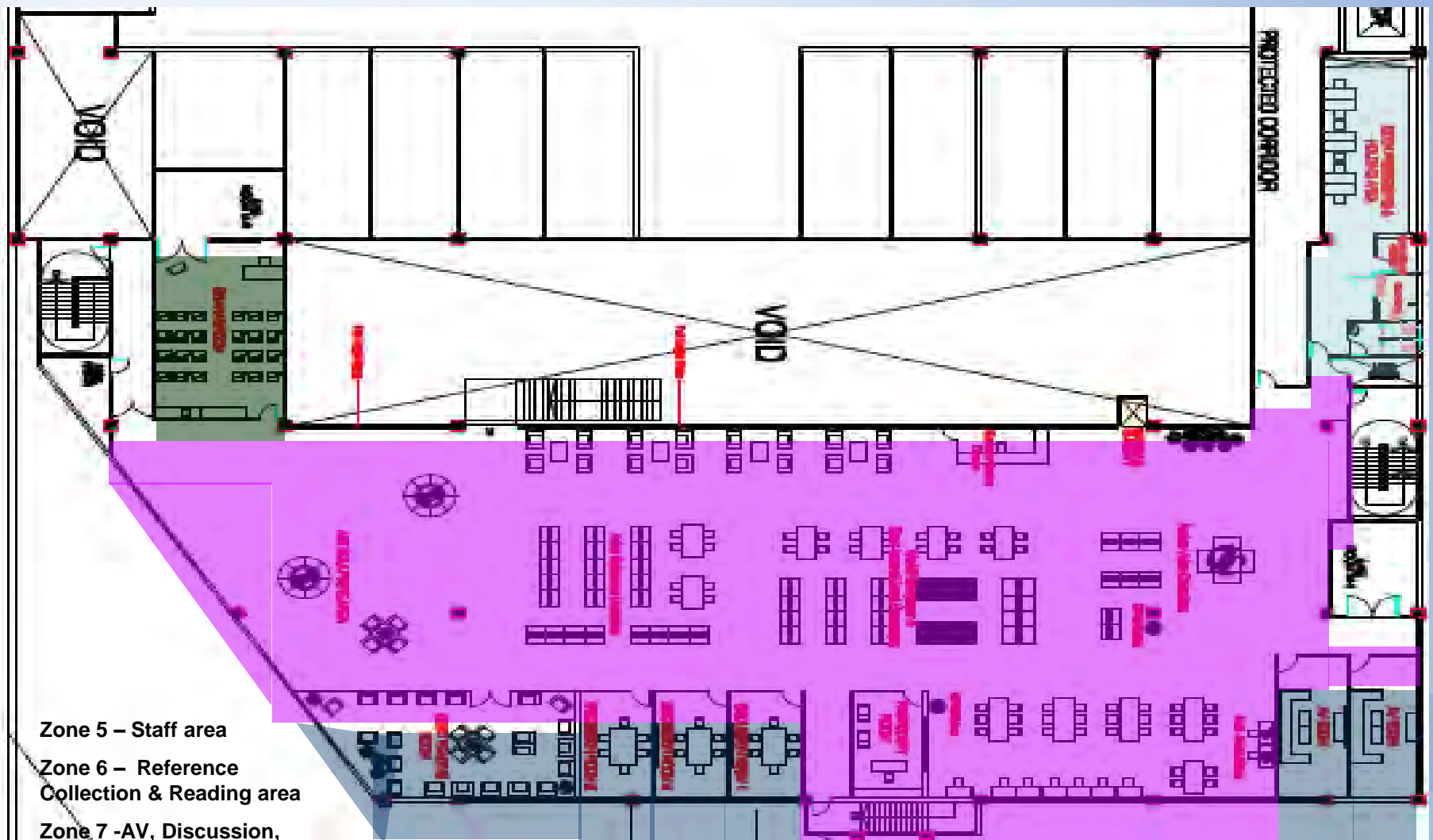
Zone 2 – Adult & Youth collection & reading area + General spaces

Zone 3 – Activity Room

Zone 4 – Children's collection & reading area

Zone 5 – Staff area

Floor plan of Level 4 (2,031^m2)



Floor plan of Mezzanine (1,479^{m²})

Key Functions & Features

1. A lifestyle space.
2. Interesting collection for all age groups.
3. Resources for information.
4. Interactive learning space.



Vision : My Library at Sutra Mall is a vibrant info-hub space for reading and learning.

Mission : My Library aims to bring to the people, reliable information and resources that will enhance the quality of their lives. To help achieve this, we have dedicated staff, useful and current contents, comprehensive programmes, services and cutting-edge technology.



My Library Sutera Mall strives to be the leading library in Johor, providing information and library services for all. This is reflected in the colourful characters used to form the word “Library” in its logo.

Each colour represents the various communities the library serves, in terms of varying community and interest groups and age categories.

The colours also manifest vibrancy in the objectives the library aims to fulfill through its service strategies to increase the quality of lives.

The heart encompassing the word “My” intends to instill the sense of belonging among the library patrons, visitors and members alike, to adopt the library as their own, by taking the collection, space and facilities as their own precious belongings.

**Official Opening on
18th November 2014**



My Library Main Entrance



My Library Service Counter



My Library Entrance to the Children's Section



My Library Children's Bookshelves



My Library Baby Books Collection Shelves



My Library Multimedia Stations in the Children's Section



My Library Youth Collection



My Library Youth Reading Section



My Library Adult Collection



My Library Adult Reading Section



My Library Catalogue Stations



My Library DIY Borrowing Stations



My Library DIY Book Return Station



My Library Reference Collection



My Library Reference Seating Area



My Library Reference Reading Section



My Library AV Viewing Rooms



My Library Quiet Reading Room



My Library Quiet Reading Room



My Library Art & Sculpture Area



My Library Discussion Rooms



My Library Magazines & Newspaper Section



My Library Library Collection Display Section



My Library Art Display Section



My Library Water Drop Tea House



SEPTEMBER 2015 EVENTS



- Paper Lantern Making Workshop
Date: 12 September 2015 (Sat) @ 2:00PM
Venue: Activity Room

- Ribbon Origami Workshop
Date: 26 September 2015 (Sat) @ 2:00PM
Venue: Activity Room

- "Di Zhi Gu" Class
Every Friday @ 8:00PM
Venue: Programme Zone



- Storytelling Session (in Bahasa Malaysia, English and Mandarin)
Every Friday @ 3:30PM
Venue: Activity Room

- "English in Wonderland" Class
Every Saturday @ 3:00PM
Venue: Programme Zone



- "Free Balloons"
Every Saturday & Sunday @ 4:00 PM (from 18/11/2014 to 18/11/2015)
Venue: My Library Service Counter (while stock last)
- "Free Book Mark"
Every Saturday & Sunday @ 4:00 PM (from 18/11/2014 to 18/11/2015)
Venue: My Library Service Counter (maximum 1 redemption per member while stock last)

Visit us at



www.mylibrary.my



My Library – Sutera Mall



mylibrary@tanahsutera.com

Variety of
Programmes are
Organised for
Members.

My Library Programmes



There are also events
which are open to all
visitors to My Library,
including non-members



**FOOD & CULTURE
EXHIBITION**
美食与文化展
**PAMERAN WARISAN
MAKANAN & BUDAYA**

Date : 1/5/2015 – 30/6/2015
Time : 11:00am – 10:00pm
**Venue : Exhibition Area, My Library
Sutera Mall (Level 4)
(In Front of Programme Zone)**

All are welcome to view the exhibition
Semua dijemput hadir ke pameran
欢迎所有人前来参观此展览

www.mylibrary.my

 **Library**
Sutera Mall



Collection by Format

TYPE OF COLLECTION	NO OF VOLUMES
Print collection	50,000
Non-print collection (audio-books, CDs, DVDs)	5,000
Reference books	5,000
Magazines :	Lending : 30 titles Reference : 10 titles
Newspapers	All major local newspapers and some foreign papers

Collection Format



1. Books (including graphic novels or comics)
2. Newspapers and magazines
3. Audio books
4. Compact discs (CDs)
5. Digital versatile discs (DVDs)
6. Online databases
7. Electronic books
8. Electronic databases

Collection by Age Category & Language

Age group	Ratio	Collection size (in volumes)
Adult	25%	12,500
Teens	10%	5,000
Children	65%	32,500
Total	100%	50,000

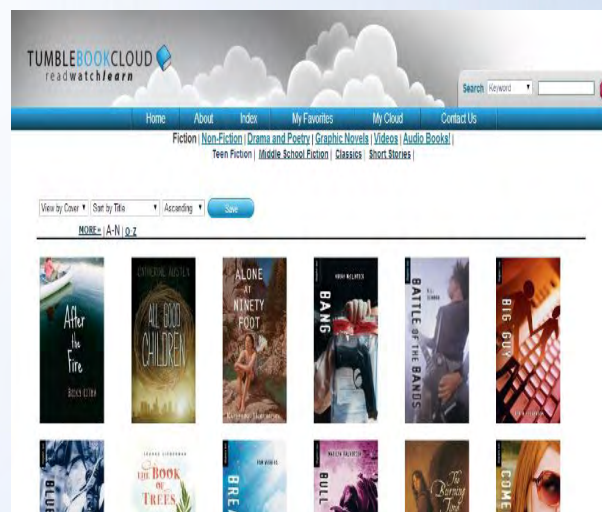
LANGUAGE	PRINT	NON-PRINT
ENGLISH	16,500	1,650
CHINESE	20,000	2,000
MALAY	12,500	1,250
TAMIL	1,000	100
TOTAL	50,000	5,000

Language	Age group	Ratio	Collection size
English (33%)	Adult	25%	4,125
	Teens	10%	1,650
	Children	65%	10,725
Total		100%	16,500
Chinese (40%)	Adult	25%	5,000
	Teens	10%	2,000
	Children	65%	13,000
Total		100%	20,000
Malay (25%)	Adult	25%	3,125
	Teens	10%	1,250
	Children	65%	8,125
Total		100%	12,500
Tamil (2%)	Adult	25%	250
	Teens	10%	100
	Children	65%	650
Total		100%	1,000
Grand total			50,000

Collection Subject Profile

Adult and Youth Collection	Children's Collection
<ol style="list-style-type: none">1. Arts2. Computer and IT3. Business and Finance4. Cookery5. Graphic Novels6. Health and Fitness7. Recreation8. Religion9. Travel10. General11. Bestsellers and popular titles12. Newspapers	<ol style="list-style-type: none">1. Fairy Tales and Folktales2. Popular Fiction3. Baby Books4. JP (Juvenile Picture Books) Fiction5. J Popular Fiction Series6. JS Popular Fiction Series7. Non-Fiction8. Family and Parenting (shelved in the Children's Section)

Electronic Databases & eResources



Opening Hours

Opening Days

- Daily Monday to Sunday

Operating Hours

- 11.00am to 10.00pm

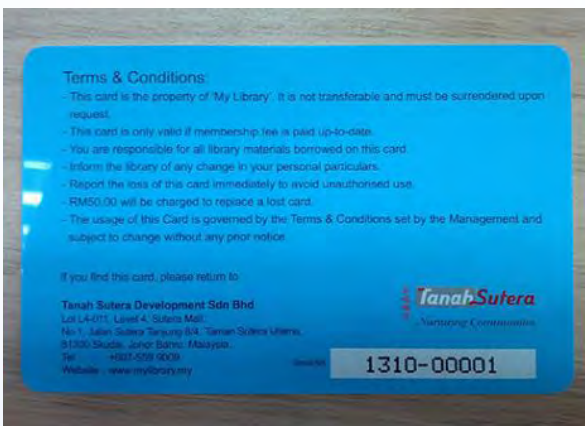
Holidays

- 1st and 2nd days of the Chinese Lunar New Year
- 1st day of Hari Raya Puasa

Membership Categories & Subscription Rates



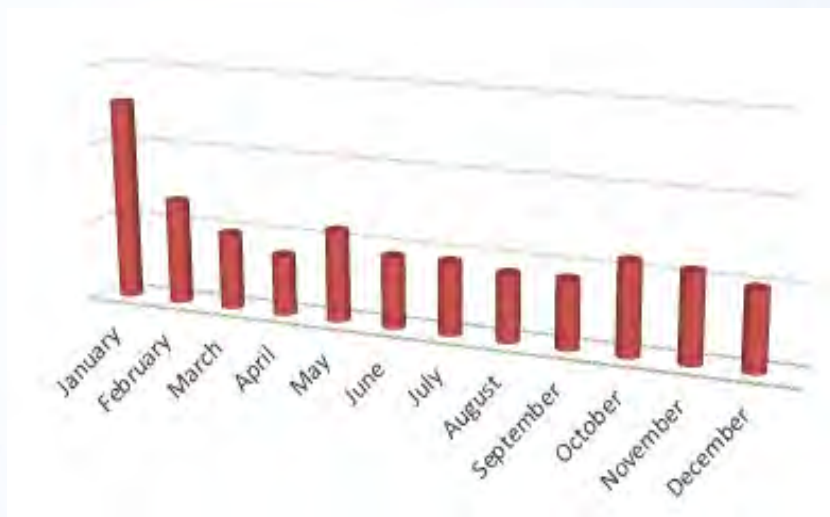
Membership card: Front



Membership card: Back

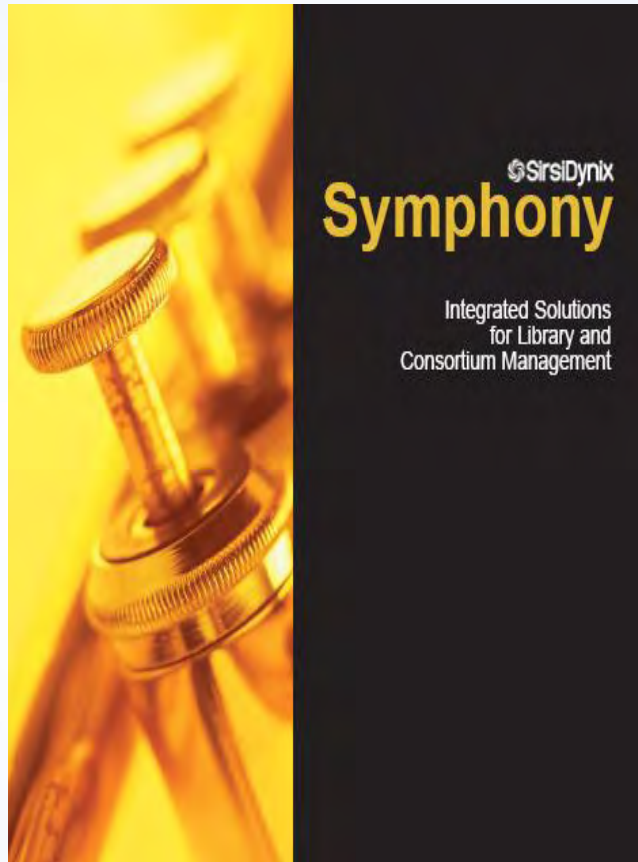
Types of Membership/ <i>Jenis keahlian</i>	* Subscription			* Discount 30% off	
	** Annually/ <i>Tahunan</i>	** 6 - monthly <i>6-bulanan</i>		** Annually/ <i>Tahunan</i>	
Children (12 and below)*	RM130.00	RM72.00		RM91.00	
Youth (13 to 19 years)*	RM162.00	RM90.00		RM113.00	
Adult Category* (20 to 59 years)	RM270.00	RM150.00		* <u>Excluding</u> registration fees of RM50 which is a one-time payment if membership is renewed within one month of the card expiry. ** <u>Note:</u> Payment for membership can only be made for either <u>6-monthly or annual</u> membership period.	
Senior Citizen / Handicap* (60 yrs & above for seniors)	RM162.00	RM90.00			
Family (including babies & pre-schoolers) Registration fee: RM100	RM648.00	RM360.00			
Corporate & Institutions Registration fee: RM200	RM1,620.00	RM900.00			
Foreigner (all ages) Registration fee: RM100	RM540.00	RM300.00			

Visitorship to My Library



Months	2013	2014
January		90,987
February		47,408
March		34,697
April		27,429
May		41,430
June		36,545
July		32,952
August		30,550
September		31,057
October		41,885
November	65,605	40,198
December	103,974	35,862
Total	169,579	491,000

Library Management System



Introducing BLUE Cloud



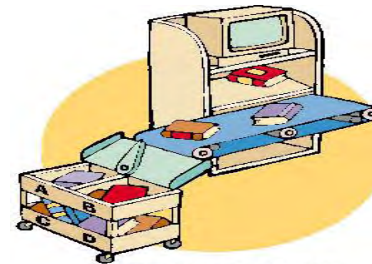
Fully RFID based system for Borrowing, Returning & Library Security



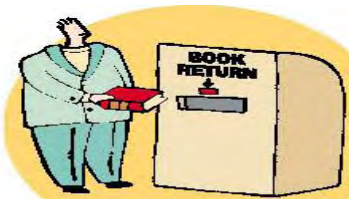
TAGGING & VERIFICATION STATION



STOCK- MANAGEMENT



SORTING STATION



BOOK DROP



RE-SHELVING



BORROWING STATION



THEFT DETECTION



**ADMINISTRATION
CUSTOMER SERVICE**

Challenges

1. **Community service vs. profit making:** need to strike a balance in terms of profit-making and community service. Offer discounts to educational institutions.
2. **Reading community:** functioning in an environment with reading habits which may not be widely present. Work with educational institutions, families to instill the habit through programmes, etc.
3. **Popular collection:** sustaining interest and ensuring the procurement of resources and the popularity of library items. Work with book vendors to base the selection mostly on popular titles from the bookstores.

Conclusion

My Library's collection, services, ambience and surrounding do play a part in supporting its users to instill the desire to continue to seek knowledge and skills to embark on a life-long journey.

Thank you for your attention